

## TREASURY AS A PROFIT CENTRE

*"Transform Treasury from a Cost Center to a Strategic Value Generator"*

### Schedule

Date	Venue	Fees (Face-to-Face)
05 - 06 May 2026	Doha, Qatar	USD 1995 per delegate
05 - 06 Aug 2026	Doha, Qatar	USD 1995 per delegate
14 - 15 Oct 2026	Doha, Qatar	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

Traditionally seen as a back-office function, the corporate treasury has evolved into a dynamic, strategic unit capable of generating value and enhancing profitability. Modern treasury operations actively manage liquidity, optimize working capital, reduce financial risks, and generate income through asset-liability positioning, FX management, and short-term investments.

This course explores how treasury can shift from being a cost center to a profit contributor, equipping professionals with the tools and techniques to create value while maintaining prudent financial governance.

### Objectives

By the end of this course, participants will be able to:

- Identify value-generating opportunities within treasury operations
- Optimize liquidity, working capital, and short-term investments
- Manage FX, interest rate, and funding risks profitably
- Evaluate treasury structures, performance, and governance
- Align treasury goals with broader corporate finance and strategic objectives

## Why Attend

- Learn how to reposition treasury as a key value driver
- Build internal capabilities for proactive market engagement
- Identify profit opportunities through intelligent risk and asset management
- Improve return on cash, hedging effectiveness, and capital allocation
- Benchmark your treasury function against leading global practices

## Target Audience

This program is designed for:

- Group treasurers and treasury managers
- Chief Financial Officers and Finance Directors
- Risk managers and liquidity officers
- Investment managers and cash flow analysts
- Professionals involved in treasury transformation or performance measurement

## Individual Benefits

Key competencies that will be developed include:

- Liquidity and cash optimization
- Short-term investment and yield strategies
- Risk-return analysis for treasury instruments
- FX and interest rate management for value creation
- Treasury KPI development and performance reporting

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved financial agility and cash utilization
- Enhanced treasury decision-making and strategic alignment
- Increased returns from treasury-managed funds
- Stronger internal controls and accountability
- Elevated role of treasury within enterprise value creation

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Key frameworks for treasury transformation and value creation
- Case Studies - Profit-focused treasury models from global corporations
- Workshops - Cash optimization, investment simulations, and FX hedging strategies
- Peer Exchange - Dialogue on treasury structure, mandates, and best practices
- Tools - Treasury dashboards, profitability trackers, and return analysis models

## Course Outline

### DETAILED 2-DAY COURSE OUTLINE

**Training Hours:** 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Treasury Transformation & Liquidity Optimization

- Module 1: From Cost Centre to Profit Centre (07:30 – 09:30) • Evolution of treasury roles and mandates • Assessing treasury performance metrics
- Module 2: Liquidity Management & Cash Flow Planning (09:45 – 11:15) • Cash concentration, pooling, and in-house banking • Cash flow forecasting tools and optimization techniques
- Module 3: Investment Strategies for Treasury (11:30 – 01:00) • Evaluating yield, credit, and duration in short-term investments • Segmentation of cash by purpose (operational vs. strategic)
- Module 4: Workshop – Treasury Return Simulation (02:00 – 03:30) • Scenario modeling for idle cash investment returns

#### Day 2: Treasury Risk Management & Value Creation

- Module 1: FX and Interest Rate Risk Management (07:30 – 09:30) • Hedging instruments: forwards, swaps, and options • Managing volatility while identifying arbitrage opportunities
- Module 2: Transfer Pricing and Treasury KPIs (09:45 – 11:15) • Using FTP to reflect true cost of funds • Developing KPIs to track treasury’s financial contribution
- Module 3: Treasury Governance and Structure (11:30 – 01:00) • Centralized vs. decentralized models • Compliance, auditability, and risk oversight
- Module 4: Final Workshop – Treasury Profitability Dashboard (02:00 – 03:30) • Design a dashboard to report treasury performance to senior management

## Certification

Participants will receive a Certificate of Completion in Treasury as a Profit Centre, validating their ability to transform treasury operations into a proactive, profit-generating function that supports enterprise value and strategic financial goals.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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<p><b>In-House / Customized Training</b></p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p><b>+601116373203</b></p>	<p>EMAIL:</p> <p><b>info@mawaevents.net</b></p>
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